VOL. XIX, No. 8. {NINETEENTH YEAR} GLOUCESTER, MASS., AUGUST 21, 1915. PRICE, FIVE CENTS

East Gloucester

SINCE August Gloucester has been experiencing its usual overflow patronage and adjoining private residences have been utilized to accommodate the guests. An impression to the contrary, the resort business, in this section at least, is not so unstable as is popularly supposed. East Gloucester has never in 25 years had an unprofitable season, regardless of weather or financial conditions. On the contrary, nearly every season has shown an advance on the other in patronage and building operations. Were it not for the excessive price of labor and materials and perhaps a desire to go slow owing to the apprehension of the effects of the war upon the financial situation, there would have been more building this season than has been the case. However, it is evident that the one effect of the war is to make the financial situation in this country more stable from the fact that funds in enormous quantities are coming to this country to pay for supplies of the contestants.

It may therefore be assumed that the building boom at East Gloucester, in evidence for the past 15 years, will be continued in as great volume as ever. The situation, however, has not gotten to the point where the erection of another hotel of magnitude is imperative. There is little or no talk about rebuilding a Colonial Arms. Owing to much higher prices the amount of the investment makes such a proposition prohibitive from a business standpoint. Nevertheless it is a fair supposition that the normal growth of the business will in time make the construction of such a hostelry imperative. It is not reasonable to suppose that the present facilities will be sufficient to accommodate those who desire to come here and live in hotels. The hotel interest, in the natural order of things, must show an addition as well as the residence end of the proposition. During the past ten years but two hotels have come into existence on the Cape, The Edward at Pigeon cove and the Good Harbor Beach Inn at Briar Neck, although many of the existing hotels have received extensive additions. At Magnolia the tendency has been to utilize adjoining cottages, with the hotel proper as the nucleus of the system.

Miss Marion C. Taylor of Acton, is spending August at the Harbor View.

Mr. and Mrs. John P. Gorman of Medford are at the Harbor View for August. Mr. Gorman is treasurer of the Keith chain of theatres.

Mrs. A. S. Bailey of Kingston, N. Y., is at the Harbor View for a stay of several weeks.

John Stone of New York city has been spending a number of days at the Harbor View as a guest of Miss Eleanor Pearson. Mr. Stone is an expert wireless electrician, and a friend of John Hays Hammond, Jr.

Mr. and Mrs. W. L. Etkins of New Haven are making an August stay at the Harbor View.

Continued on Page 3.

The Italian "Festa"

WHAT promises to be the social event of the season on the North Shore will occur Wednesday afternoon at 3, on the spacious grounds of the residence of Mr. and Mrs. John Hays Hammond at Lookout hill, who have graciously given the use of their place for the Italian Festa, in aid of the Italian relief fund. This is another evidence of the kindness of hearts of the Hammonds, especially Mrs. Hammond, who from the outbreak of hostilities has been untiring in her efforts to direct and stimulate the energies of the women of the country, for the relief of the wounded, and distress of soldiers' families and children.

Tableaux during the Fete given August 27, 1912, on the grounds of Mrs. John Hays Hammond, in aid of the Memorial Fund to the Titanic Heroes. Except that there will be no seats, this scene will be practically reproduced next Wednesday afternoon on the occasion of the Italian "Festa" for the benefit of the New England Italian Reservists.

The Festa will be under the patronage of the Italian Ambassador and Countess Dolores Macchi di Cellere, for the benefit of the New England Italian relief fund.

The greater part of this fund will not be sent abroad, but on the contrary will be distributed in New England, largely in Boston among the wives and children of Italian reservists who have been called to the colors, as they are allowed only 10 and 20 cents a day.

Mrs. Hammond has generously furnished her grounds and made the necessary arrangements which will insure its social and financial success.

Although there will be a stage, no seats will be provided. The people will move about to the various attractions, directed by merry Andrews and court jesters. Nothing will be sold except light refreshments. Admission will be $3 and children $1.

Among those who have kindly volunteered their services are: Marcia Van Dresser, Chicago Grand Opera Company; Elvira Leveroni,

Continued on Page 4.

The Rockport Shore

ROCKPORT has had a very good season, all things considered. The hotel patronage has been good and desirable cottages were taken early.

At Pigeon cove a unique situation presents itself. This section has always had an appeal to many. There are those who have come there, to hotel and as cottage lessees, who have desired to purchase and build. Although they have been assured that the land is to be had, yet, for some reason or other, the owners do not come to the point of passing the deeds. But for this policy, it is said, quite a number of desraible summer residences would have been built at Pigeon Cove. There was some talk at the last town meeting of the town taking over the avenues of the Phillips property. This entire tract, roadways and all, is in private ownership. The roads have, until within the past two or three years, been well kept but their condition now is not as good as formerly. If the town decides at its next March meeting to take over and maintain the roads, then such action must have a tendency to bring more of the property into the market for building purposes than has been the case. From the very first of the season every available cottage at Pigeon Cove was taken, with a demand for many more which could not be supplied. This place wants to expand and burst the bonds which now hold it down.

Arthur D. Boutilier and family of Malden, have Capt. Breen's "Camp Sham rock" for the next four weeks. With Mr. Boutilier are, Mrs. Boutilier's mother and sister, Mrs. Perham and Miss Gladys Perham of Malden.

Continued on Page 5.

Magnolia

IT is but ten days more to mild September. The past three or four mornings have had a suggestion of early Fall, a reminder that the season is fast approaching its close. Into the next two weeks will be crowded the closing festivities of the season. On the whole Magnolia has had a satisfactory season, despite the inclement weather of July.

The work of completing the extension of Hesperus avenue will be begun in September and will be completed before snow flies, giving a graveled roadway parallel to the State highway, affording a more direct avenue of communication with Gloucester. This and the completion of the double pipe main through the avenue will give the much desired water service and will insure the village from a repetition of any shut-offs of the water supply—a serious proposition in midsummer, especially to a hotel management with a thousand people, guests and help, to care for.

Next week is Tennis week. The annual tournament on the Oceanside courts, which have been put in the pink of condition for the contest, will be in order. Already many of the best known players along this section of the shore have placed their entrances and the events are sure to attract much interest. Monday and Tuesday will be given over to the preliminary work and after the usual eliminations, Wednesday should show the tournament going strong.

The grand Tennis ball next Saturday night, a costume affair, given to secure funds for the maintenance of the Magnolia ambulance for the French hospital corps, promises to eclipse anything of the kind ever attempted here. Last season at three or four days' notice a similar event was a decided success. This year, with ample time for preparation, the variety of costumes will, in all probability, surpass the showing of last season. Kings, queens, knights, cardinals, monks, sailors, jesters, in fact historical characters of all kinds with more modern and grotesque representations will be in evidence on the spacious floor of the Oceanside dining room, the largest of any resort in New England, which will be given over to the affair for the occasion. The price of tickets is $2 and every dollar taken will go to the ambulance fund, the management assuming all expenses incident to the occasion. It will be a spectacular event worth seeing.

Everything in the way of hotel accommodations is filled to overflowing at Magnolia. For the past ten days the Oceanside has had its capacity number, 670. Very few have left, the greater part of the season's registration remaining into the first weeks in September.

Dr. and Mrs. Carr Lane of New Haven has joined Dr. Lane's mother at the Oceanside and will remain into September.

Continued on Page 4.

The Cape Ann Shore

Devoted to the Interest of the Summer Residents of Cape Ann

ISSUED WEEKLY DURING THE SUMMER SEASON

PUBLISHED BY THE

NORTH SHORE PUBLISHING CO.

GLOUCESTER - - MASSACHUSETTS

Subscription price, on Cape Ann, for season, 50 cents. Postpaid, outside Cape Ann $1.00 in advance.

For sale at all the summer hotels, at Shurtleff's news stand, Main street.

TO ADVERTISERS

THE CAPE ANN SHORE, now in its nineteenth consecutive season, is the only summer resort publication on Cape Ann. It reaches every section of the cape, and is the only means of communication of the kind between the merchants and the summer residents. Therefore its value as an advertising medium is self-evident. It contains each week a full and complete account of the social happenings of the summer resort section. It occupies a place by itself in the advertising field, reaching the most profitable customers along the North Shore. Advertisers should remember these facts.

PRINTED AT THE OFFICE OF THE BARRY PRINTING COMPANY, SALEM, MASS.

NOTICE.

THE SHORE is pleased to receive news and communications relative to the doings of the summer colony. All such must be written in good faith and signed by the writer, otherwise they will receive no attention.

PARTICULAR NOTICE.

Several complaints have reached the management of this publication that a party, no longer in its employ, solicited subscriptions for which payment was made in advance, for which no papers have been received. This is because no return was made by the party in question to the management of the paper. All persons who have so subscribed and have failed to receive the paper are requested to communicate with the management, that steps may be taken to adjust the matter.

A Look Forward

In a drive recently around the Cape Ann shore line, extending from Annisquam, Bay View, and Andrews point through Rockport, Marmion way, Land's end, the Bass Rocks and Eastern point shore the writer, although quite familiar with the territory, was impressed with the great possibilities for the future of Cape Ann as a summer resort.

The Cape Ann coast line, including that of Annisquam river, which is virtually an arm of Ipswich bay, describes an irregular circuit of more than 30 miles, the hinterland terracing gradually so that practically all of it commands fine views of the sea, well drained, wind swept and accessible to cooling breezes. This does not include West Gloucester and Magnolia extending to the Essex line, a territory as extensive as all Gloucester proper.

The development of all this section as a summer resort district during the past 15 years has been something impressive. Harking back that length of time one can recall when many of these sections were occupied by inexpensive camp houses, the successor of the tents of 35 years or more. These in turn have been displaced by the costly and in some cases palatial residences of the wealthy, increasing the valuation of the property many fold.

In 15 years Gloucester has added almost $10,000,000 to its valuation and Rockport a corresponding ratio.

Yet the fact is pressed home upon the observer that the possibilities of this vast tract have been but skimmed and the ground merely scratched, so to speak.

We are now in the era of another great fortune making period. The titanic struggle across the water bids fair to be ended only upon the utter financial and physical exhaustion of the combatants. That is far from being reached. It is now a question of the practical annihilation of the English or the German ideal. One or the other must go down. Es ist bestimmt in Gottes Rath.

That is decreed. There is to be no compromise. This being the case, every avenue and help and every resource will be availed of. The entire financial resources of England and the allies are being poured out without stint The United States is benefiting. Its manufacturers are working overtime supplying arms, motors, ammunition, clothing, boats and equipment of all kinds to a continent in arms, too busily engaged in killing to pursue the arts of peace. The farmer, too, must feed them, the cotton grower must give them cannon fodder for their big guns; in fact everybody apparently is benefiting. Billions will roll to the people of this country as the result. We shall be rich beyond the dreams of avarice.

The consequence will be that the wealthy of the country west of New England will come here in ever increasing numbers looking for desirable sites for seashore homes, for there is no place which makes its appeal to these people as New England and none more so than Cape Ann, which in 15 years has outstripped the entire North shore in the amount of its summer realty development.

The prophecy may seem visionary, but the probability is that in 25 years more the valuation of Gloucester proper will be nearer $75,000,000 than $50,000,000, and that of Rockport will increase correspondingly. And that if the fishing, granite and other industries of the Cape do not show a dollar in taxable increase.

The one agency above all others which has contributed to this development, is the automobile. Prior to the invention of the gas propelled vehicle, the great drawback to development was the lack of transportation. Many of these beautiful spots were handicapped by lack of adequate means to get to the railroad stations.

An example is Eastern point. One of the most eligibly situated places on the entire seaboard by reason of its peculiar conformation, its inaccessibility caused it to be passed up as a summer residence section. The late Henry C. Rouse, the railroad magnate, came to Magnolia, looked across and was impressed by its desirability. He bought the site of old Fort Independence and built the Ramparts. His idea of solving the transportation problem was to run a ferry from Eastern point to Magnolia, connecting by barge with the railroad at Magnolia. Jut then the automobile was invented and made practical. That solved the transportation problem. Good roads assisted. Residences immediately began to be erected all along the shore by the wealthy. The very inaccessibility which had retarded seashore growth became an asset inasmuch as only those of means who desired a certain exclusiveness could undertake to build in these sections. Today many use their easy riding cars for transportation altogether, rarely traveling, except in long distances, by steam car.

Transportation will be still further simplified. The flying machine, being developed by leaps and bounds, by reason of the demands of war, will enter into this question and be a further factor in the situation.

Post office officials and hotel men estimate that the population of Cape Ann is 35,000 additional for the ten busy weeks of the season. In 25 years it will be doubled at the least.

Increased valuation means decreased taxation and increased municipal effectiveness. From now on the indications are that the tax rate of Gloucester and Rockport will decrease gradually to $10 per $1000 on easy valuations.

A Byway

The highway marches sturdily to market town and mill,
But I would find a little road that loiters up a hill—
A little vagrant, woodland road, grey-ribboned through the green,
Where berry brambles bar the way and orchard elders lean.

The highway is the world's way, but I would drop behind
To follow little luring paths that only laggards find;
The challenge of the bandit weeds, the tilt with started bees—
What can dusty highways give for journeyings like these?

The highway is the sun's way, and follows east and west,
But here are yellow, vagrant beams that love my road the best—
That linger down the weedy ways where lady's-lace is spread,
Or slant through shady orchard paths and tint the tree trunks red.

The highway, the highway! you follow where it calls;
I watch you through a leafy screen from crumbling orchard walls—
I wait and smile among the green and know that by and by
We'll lure you back through dust and dew—my little road and I.

—Margaret Lee Ashley in Harper's Magazine.

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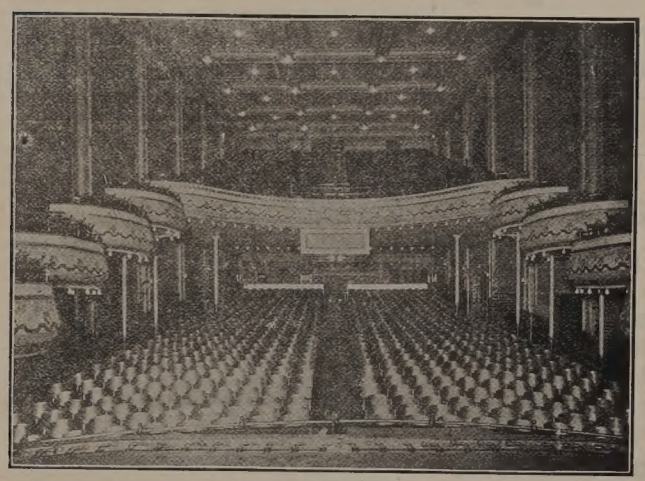

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East Gloucester

Continued from Page 1.

Rev. and Mrs. Philip H. Cole, a prominent clergyman of Rome, N. Y., are at the Harbor View for a vacation stay.

Dr. and Mrs. Charles R. Collins and Miss Collins of Washington are at the Harbor View for a few weeks.

Rev. Dr. and Mrs. E. L. Lawrence of Baltimore and their nephew, R. C. Zantzinger of Washington are registered at the Harbor View until October.

I. Fulton Orr of Providence, is visiting his family who are spending the month at the Harbor View.

Miss M. M. Tres of Hartford is making a vacation stay at the Harbor View.

Recent arrivals at the Harbor View include Miss D. E. Thompson, Washington; Miss Lucy Neilan West Medford; Miss E. H. Morris and Miss E. A. Glass, New York city; Alice and Grace Deal, Washington; George A. Chapman, Plainfield, N. J.; H. B. Lawrence, Wellesley; W. B. Bright, New York; W. M. Fairfax, Washington; Mrs. Jones Elverson, Jr., and maid, Miss S. Boyd and Mortimer C. Addams, Huntington, L. I; J. L. Clark, Brookline; Dr. C. R. Jackson, Indianapolis; Ernest B. McKim, Brookline; Miss Mary L. Fenn, Montclair, N. J.

The usual parish midsummer fair of St. John's Episcopal church, held on the grounds of some summer residence, generally at East Gloucester, will not be given this year. Bishop Lawrence, who is interested in liquidating the debt of $4500 on the parish house, has offered $500 if an additional $4000 for the purpose is subscribed this summer. Conditional subscriptions of $500 from John Clay and $250 from Mr. and Mrs. John Hays Hammond have also been received. In addition the following subscriptions have been received: Mr. and Mrs. John Clay (additional) $500; Mr. and Mrs. John Greenough, $250; Col. and Mrs. Sidney M. Hedges, $100; Mrs. Irene Currier, $100; Mr. and Mrs. Charles Scott, Jr., $250; Mrs. Charles Coxe, $100; Mrs. Alice Munn, $50; Mr. and Mrs. D. C. Brewer, $100; Mrs. Wm. Sheafe, $50; Mr. and Mrs. A. W. Pollard, $200; Cash, $50; total, $1750; conditional pledges as above, $1250; grand total, $3000.

It is hoped to obtain the remaining $1500 and thus have the parish free from debt. Checks may be made payable to John Clay, treasurer, Eastern Point, Gloucester, or any of the parish committee.

On Monday last Capt. Amos Rackliff, who is a very competent man in the fishing business, discovered that there were other fish besides cod, halibut and haddock that could be caught in the warers of Cape Ann, and fitted his boat for the same. The fishing party comprised, Mr. George E. Edwards, who is a very enthusiastic fisherman, and Mr. Guckenberger of Cincinnati, Mr. Hollet and Dr. Reynolds of Indianapolis, and L. H. Jenkins of Richmond, Va. They sailed to Jeffery Bank, off Thatcher's Island, and started fishing. They were wonderfully blessed with an abundant supply of cod and haddock, and then craving for larger fish led them to search for the master king fish, known as the sword fish. After sailing about an hour or so, they sighted two fine pointed swords. Will Guckenberger took the pulpit, handled the lily iron, while Mr. Edwards and Mr. Jenkins guided the line and buoys. The two fish were succesfully ironed and then the struggle began. Mr. Hollett and Dr. Reynolds assisted Messrs. Guckenberger and Edwards and Jenkins to haul the fish from the bottom, and after an hour and a half tussle the fish towing them in their dories for 8 miles, they finally won the endurance of the fish out. The fish were successfully lanced, and hoisted on the deck of the boat. It was a great surprise for those inland fishermen to witness a sight like that, as you may imagine. Then laying on the deck two of the finest specimen of sword fish that was ever landed on old Cape Ann. Their combined weight was 625 lbs. They all agreed for excitement and sport there is no fishing participated in that equals this, and they hope to repeat their good luck in the near future. (Written 1915, by W. A. P. All rights reserved).

The Masquerade, Saturday evening at the Beachcroft was a most enjoyable occasion. There were thirty in costume. The first prize (ladies') five-pound box candy, Miss Eugenia Smith, Newton, colonial maid; prize (gentlemen's) silver knife, Mr. L. E. O'Hara, Boston, Hebrew pedler. General dancing followed until twelve. Refreshments were served by Prop. Phillips, including cakes, ices and punch.

The fine weather of the week has revived interest in outdoor social functions. At the Eastern Point club house Miss Nelson of the Hawthorne gave a clock golf party and tea for 18 Tuesday. Mrs. Klein of Washington gave a card party for 12 Friday. Mrs. Howard of New Orleans gave a clock golf party and tea for 15 Wednesday. Mrs. Erben also gave a clock golf party and tea for 15 Tuesday.

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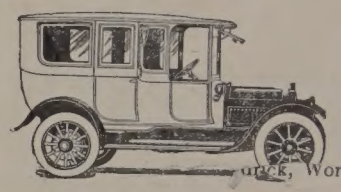

Why not hire new and up-to-date cars with experienced chauffeurs?

Tel. 200 Gloucester **Tel. 290 Manchester**

PERKINS & CORLISS

Standard Oil Gasoline, 14c per gallon wholesale

CITY OF GLOUCESTER INCORPORATED 1873

Summer people and non-resident owners of property who desire their tax bills forwarded to their summer address, may have them by notifying the Collector, giving name and address on or before August 15, 1915.

Taxes due October 1st.

Interest begins October 1st on taxes unpaid November 1st.

Summons issued January 1, 1916.

Yours respectfully,

RICHARD L. MOREY,
Collector of Taxes.

First Class Service Open All Night Tel. Connection Convenient to Theatre And Business District

Weekly rates made on both Board and Rooms

THE TAFT HOTEL AND CAFE

86-92 Main Street *Gloucester, Mass.*

..EUROPEAN PLAN..

E. L. PARMENTER, Prop.

THE BEACHCROFT
AND COTTAGES

J. E. PHILLIPS, PROP.

EASTERN POINT, GLOUCESTER, MASS.

An Exclusive Family Hotel facing Harbor
Finest Bathing Beach directly in front of House
No undertow. Within five minutes walk of Golf Links.

SEASON JUNE 15TH TO SEPTEMBER 20TH

TALBOT'S

SUMMER HABERDASHERY AND GOOD CLOTHES SHOP

FOR

.. MEN AND BOYS ..

Exclusive Novelties can be found here in

MANHATTAN SHIRTS

BATES STREET SHIRTS

POLO-CLUB and TENNIS SHIRTS

BATHING SUITS ATHLETIC GOODS

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MANHATTAN UNION SUITS

SILK CAPS MIDDY HATS

WHITE FELT HATS

INTERWOVEN HOSE, LISLE and SILK

FLANNEL TROUSERS

PALM BEACH TROUSERS

Our stocks are complete with Snappy, Up-to-the-minute, Refreshing Summer Clothing

TALBOT CO.

199 MAIN ST. GLOUCESTER

MANCHESTER—MAGNOLIA—GLOUCESTER 'BUS LINE

IN EFFECT MAY 30, 1915.

Leave Postoffice Square, Gloucester: a. m., *7.00, 9.00, 10.00, 11.00, 12.00; p. m., 1.00, 1.30, 2.00, 2.30, 3.00, 4.00, 4.30, 5.00, 5.30, 6.30, 7.30, 8.00, 9.00, 10.00, 11.00, †12.00.

Leave Central Square, Manchester: a. m., *7.30, 9.30, 10.30, 11.30; p. m., 1.00, 1.30, 2.00, 2.30, 3.00, 3.30, 4.30, 5.00, 6.00, 7.00, 8.00, 8.30, 9.30, 10.30, 11.30, †12.30.

*Connects Sundays. †Saturdays and Holidays.

Cars leave Magnolia fifteen minutes later each way.

Every person riding on our 'Bus is covered with a Liability Insurance. If this means anything to you, think it over.

Gloucester to Freshwater Cove, 5 cents; to Magnolia, 15 cents; to Manchester, 20 cents.

STORY & GREENWOOD

Telephones: 112; 1369-W Gloucester

Manchester to Magnolia, 10 cents.
Manchester to Freshwater Cove, 15 cents.

The OCEANSIDE and COTTAGES

MAGNOLIA, MASS.

Open from June to October.

Accommodates 750.

W. S. WARREN, Managing Director

AWNINGS

COLBY & Sailmaker

Telephone 163

415 Main St. Gloucester, Mass.

Established 1864

ROCKAWAY

Situated close to the Water

Most Convenient Hotel at EAST GLOUCESTER to the Electrics

W. H. PUBLICOVER, Proprietor

Magnolia

Continued from Page 1.

Sir Ernest and Lady Speyer who have been at the Oceanside the past three week's are passing the season in comparative quiet. The Speyer's are quite active socially. Sir Ernest is evincing quite an interest in the Men's club and has aided its activities, while Lady Speyer has shown a corresponding interest in the girls club before which she has appeared in her role of violiniste she being a performer of no mean ability on that instrument. Sir Ernest has cut himself absolutely aloof from any political effort and in this New England seaside resort is passing the season quietly. He will remain in this country until peace has been declared between the warring factions in Europe.

Mrs. Walter Schoellkoff and child of Buffalo have taken apartments in Sea Crest cottage of the Oceanside chain for the rest of the season.

N. D. Maher vice president of the Norfolk and Western railroad arrived Monday and was joined today by Mrs. Maher and the rest of the family for the remainder of the season at the Oceanside. The Mahers have been coming to Magnolia for the past 15 years.

Mrs. G. P. Whitcomb, Mrs. W. W. Bradfield of New York city and Mrs. W. S. Blackwell of Omaha are a party who are making a three days stay at the Oceanside.

Miss Laura Winpenny and Miss Margaret J. Scott of Baltimore are making their first visit to the Oceanside.

Mr. and Mrs. Henry S. Robbins and Miss Frances Robbins of Chicago are among the recent arrivals and will stay over Labor Day. They have apartments in the Perkins cottage.

A party motoring through to the mountains who made a stay at the Oceanside during the week included Miss H. H. Brayton and J. S. Brayton Jr. of Fall River, Miss H. B. Nichols and B. Nichols of Worcester.

Mr. and Mrs. P. D. Gribben of St. Paul who were here last year are making an end of August stay at the Oceanside.

William Howell of Philadelphia has joined his family at the Oceanside for the rest of the season.

Emory L. Lyon of New York has joined his family at the Oceanside for the rest of the season.

Mrs. M. H. Henderson, Miss Henderson and B. H. Henderson of New Castle, Penn. are at the Oceanside for the rest of the season.

The Italian "Festa"

Continued from Page 1.

contralto of Covent Garden, Metropolitan and Boston Grand Opera Companies; Mimi Aguglia, artista dramatica, formerly with Mr. Charles Frohman's Sicilian players; Maria Paporello, prima ballerina of the Boston Grand Opera Company; Harrison Bennett, basso cantante, late of the Wagner festival at Beyreuth; the actors in two selected numbers from B. F. Keith's Theatre in Boston; Augusto Vannini, who will conduct an orchestra composed of musicians from the Boston Symphony; a well known magician to amuse the children; a merry man; a band of Italian musicians, who will sing peasant songs to their native instruments; Elise Dufour, who will give an interpretive dance, "The Gallant Spirit of Italy," accompanied by a group of children from the North Shore; a number of young people who will dance "The Furlana" on the green. Tickets may be obtained from Mrs. John Hays Hammond, Lookout Hill, Gloucester; or from the following committee: Mrs. George Lee, Beverly Farms; Mrs. Henry L. Mason, Beverly Farms; Mrs. Vittorio Orlandini, Nahant; Mrs. Nathan Horton, Magnolia P. O.; Mrs. Thomas P. Lindsay, Manchester; Mrs. William Harcourt, Hawthorne Inn, East Gloucester; Mrs. Rotoli, 1085 Boylston street, Boston; Miss Alice White, Peaches Point, Marblehead; Miss Anne Means, "Cranleigh," Wenham, or the leading hotels of Boston and the North Shore. In case of inclement weather the entertaiment will be postponed until the following day. The patronesses are Mrs. George von L. Meyer, Mrs. William F. Draper, Mrs. Samuel Abbott, Mrs. Bryce Allan, Mrs. Oakes Ames, Mrs. Oliver Ames, Mrs. Harcourt Amory, Mrs. S. Reed Anthony, Mrs. Larz Anderson, Mrs. Frederick Ayer, Mrs. Harrison Bennett, Mrs. J. Lowell Blake, Mrs. S. Parkman Blake, Mrs. John W. Blodgett, Mrs. Robert A. Boit, Mrs. T. Handasyd Cabot, Mrs. Godfrey Lowell Cabot, Miss Rebecca Appleton Caldwell, Miss Zina Carbone, Mrs. Andrew Carnegie, 2d, Mrs. Samuel Carr, Mrs. John Clay, Mrs. Alexander Cochrane, Mrs. Russell Codman, Mrs. Harold J. Coolidge, Mrs. T. Jefferson Coolidge, Jr., Miss Margaret P. Corlies, Mrs. Richard T. Crane, Jr.; Mrs. Charles K. Cummings, Miss Frances G. Curtis, Mrs. Louis Curtis, Mrs. Walter Denegre, Mrs. Philip Dexter, Mrs. Thomas Dwight, Mrs. Edward H. Eldredge, Mrs. Robert D. Evans, Mrs. Ernesto G. Fabbri, Mrs. Francis Wright Fabyan, Mrs. Marshall Fabyan, Mrs. John W. Farlow, Miss A. E. Fisher, Mrs. Reginald H. Fitz, Mrs. W. Scott Fitz, Mrs. James Geddes, Jr., Mrs. Preston Gibson, Mrs. Charles Grafly, Mrs. John Greenough, Mrs. Ernest H. Greuning, Mrs. Edward S. Grew, Mrs. William Harcourt, Mrs. M. Graeme Haughton, Mrs. Franklin Haven, Mrs. F. L. Higginson, Mrs. Henry L. Higginson, Mrs. Reynolds Hitt, Mrs. Edward J. Holmes, Mrs. William Hooper, Mrs. Charles Hopkinson, Mrs. Nathan G. Horton, Miss Hunt, Miss Anna V. Hyatt, Mrs. Maynard Ladd, Mrs. J. Henry Lancashire, Mrs. John Lavelle, Mrs. James Lawrence, Jr., Mrs. George Lee, Mrs. Arthur Little, Mrs. Henry Cabot Lodge, Mrs. A. P. Loring, Miss Katherine P. Loring, Miss Louisa Loring, Mrs. George H. Lyman, Mrs. John Markle, Mrs. Henry L. Mason, Mrs. Hugh J. McGowan, Mrs. James McMillan, Mrs. Walter J. Mitchell, Mrs. Samuel J. Mixter, Mrs. William H. Moore, Mrs. E. Preble Motley, Mrs. Frank Everett Peabody, Mrs. John C. Phillips, Mrs. Dudley L. Pickman, Mrs. S. A. Raymond, Mrs. Gustavo Di Rosa, Mrs. Rotoli, Mrs. David Rumsey, Miss Elizabeth M. Sabin, Mrs. John L. Saltonstall, Mrs. Lucius M. Sargent, Mrs. Winthrop Sargent, Miss Vida Dutton Scudder, Mrs. Charles Putnam Searle, Mrs. Henry F. Sears, Mrs. Ellery Sedgwick, Miss Sinkler, Lady Speyer, Mrs. John Spring, Mrs. Philip Stockton, Mrs. Russell Sturgis, Mrs. T. Russell Sullivan, Mrs. Edwin C. Swift, the marchioness Tacoli, Mrs. William Roscoe Thayer, Mrs. Isaac Rand Thomas, Mrs. Joseph R. Thomas, Sr., Mrs. Washington B. Thomas, Miss Alice Thorndike, Mrs. John Thorndike, Mrs. Randolph Tucker, Mrs. William A. Tucker, Miss Mary Lee Ware, Mrs. Joseph P. Warner, Mrs. Barrett Wendell, Miss Alice White, Mrs. Askel P. C. Wichfeld, Mrs. Frederic Winthrop, Mrs. Thomas Lindall Winthrop and Mrs. Roger Wolcott.

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VOICE BUILDER

AND

Teacher of Singing

Summer Studio: THE ROCKAWAY EAST GLOUCESTER

The Edward

Boston's Ideal Suburban Hotel

AT ROCKPORT, MASS.

¶ Fine auto run of 36 miles from town. ¶ European and American Plan. ¶ Fireproof Garage. ¶ Tel. Rockport 8210.

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We employ only the most capable and experienced workmen to do our repair work, and turn your work out quickly at fair prices. Give us a trial.

4 CENTER ST. GLOUCESTER

Rear of Armstrong's Shoe Store

Cape Pond Ice Co.

Wholesale and Retail Dealers in

PURE ICE

105 MAIN ST. Tel. 180

Houses at Fernwood, West Gloucester, Cape Pond, Rockport and Magnolia.

ABSOLUTELY PURE ICE at fair prices.

Competent drivers.

Deliveries at Magnolia and Bass Rocks.

We earnestly solicit your patronage.

FRED A. SHACKLEFORD

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A SPECIALTY

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Cape Ann Savings Bank

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ISAAC PATCH, Vice-President
HORACE A. SMITH, Treasurer

CAPITAL, $200,000 SURPLUS, $300,000

TOTAL RESOURCES, $4,000,000

General Banking Business transacted.

Safe Deposit Boxes to Rent by the month or year.

Trunks and Boxes of valuables stored in our new Storage Vault at reasonable rates.

You are invited to use our writing room and lavatories when in town.

AUTOMOBILISTS, ATTENTION!

The attention of all automobilists is called to the following provisions of the Revised Laws of Massachusetts Relative to Motor Vehicle Laws, Acts of 1909, Chap. 534, Section 14:

SECTION 14. Every person operating a motor vehicle shall bring the vehicle and the motor propelling it immediately to a stop when approaching a horse or other draft animal being led, ridden or driven, if such animal appears to be frightened and if the person in charge thereof shall signal so to do; and, if travelling in the opposite direction to that in which such animal is proceeding, said vehicle shall remain stationary so long as may be reasonable to allow such horse or animal to pass; or, if travelling in the same direction, the person operating shall use reasonable caution in thereafter passing such horse or other animal. In approaching or passing a car of a street railway which has been stopped to allow passengers to alight or embark, the operator of every motor vehicle shall slow down and if it be necessary for the safety of the public he shall bring said vehicle to a full stop. Upon approaching a pedestrian who is upon the travelled part of any way and not upon a sidewalk, *or where the operator's view is obstructed either* upon approaching an intersecting way or a curve or corner in a way, every person operating a motor vehicle shall slow down and give a timely signal with his bell, horn or other device for signalling:

Provided, that in the thickly settled parts of a city or town no bell, horn, or other device for signaling shall be sounded so as to make a harsh objectional or unreasonable noise, except in the case of fire and police department vehicles and ambulances; and provided, further, that no operator of any motor vehicle shall at any time permit any unreasonable amount of smoke to escape from said motor vehicle, nor shall said operator at any time permit said motor vehicle to make any unnecessary noise, by cutting out the muffler, or otherwise.

The driver of any motor vehicle on any highway approaching a crossing of ways, shall slow down and keep to the right of the intersection of the centres of both ways, when turning to the right, and shall pass to the right of the intersection of the centres of said ways before turning to the left.

Per Order, CHARLES S. MARCHANT, City Marshal.

PARTICULAR NOTICE

BY ORDER OF THE MUNICIPAL COUNCIL NO AUTOMOBILES WILL BE ALLOWED TO STAND, AFTER OCCUPANTS HAVE ALIGHTED ON PLEASANT STREET BELOW MIDDLE STREET. AUTOMOBILES MAY BE PARKED ON PLEASANT STREET ABOVE MIDDLE STREET OR ANY OF THE BY STREETS.

Per Order, CHARLES S. MARCHANT, City Marshal

Gloucester, July 13, 1915

DONALD BRAND PURE GEORGES CODFISH

Absolutely Boneless By Parcel Post

3-lb. Box sent prepaid anywhere in New England on receipt of 70 Cents. Fresh packed on day order is received. Satisfaction Guaranteed.

FRANK McEACHERN, 28 Elm St. GLOUCESTER

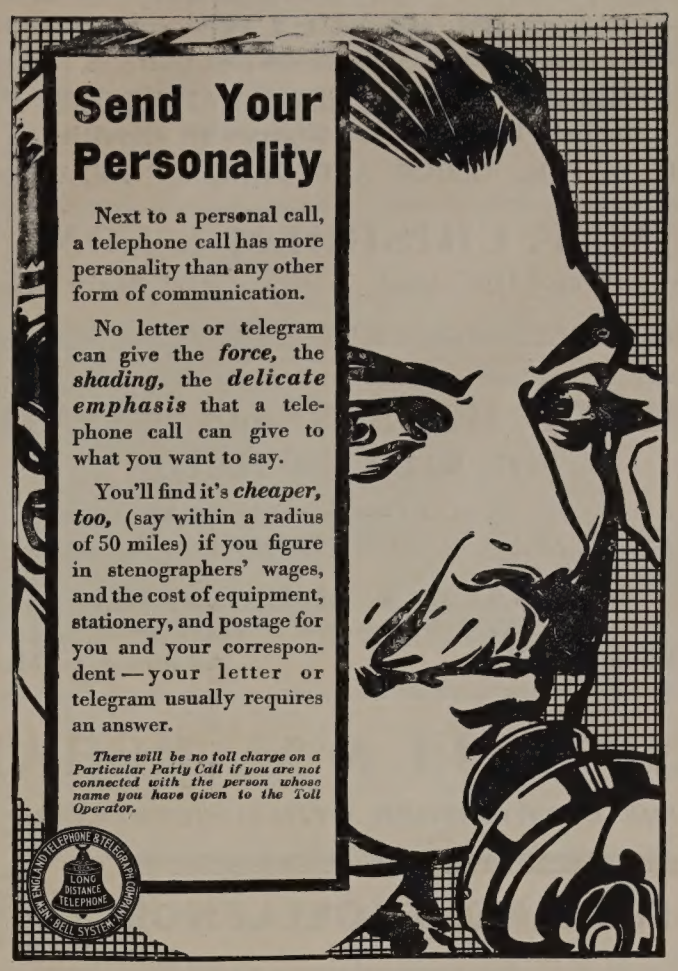
QUALITY FIRST!!

Why our Ice Cream carries the true flavor is because it is made from the best of cream and the finest of fruit juices. Leaves no after taste in the roof of the mouth.

J. H. HOUGHTON

90 Main Street

A Fine Line of High Grade Confectionery


Send Your Personality
Next to a personal call, a telephone call has more personality than any other form of communication.
No letter or telegram can give the force, the shading, the delicate emphasis that a telephone call can give to what you want to say.
You'll find it's cheaper, too, (say within a radius of 50 miles) if you figure in stenographers' wages, and the cost of equipment, stationery, and postage for you and your correspondent—your letter or telegram usually requires an answer.
There will be no toll charge on a Particular Party Call if you are not connected with the person whose name you have given to the Toll Operator.
NEW ENGLAND TELEPHONE & TELEGRAPH CO.
LONG DISTANCE TELEPHONE
BELL SYSTEM

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Some of the Many Attractive

NORTH SHORE POINTS

Gloucester	Centennial Grove
Long Beach	Beverly
Rockport	Salem Willows
Pigeon Cove	Marblehead
Lanesville	Lynn Beach
Annisquam	Revere Beach

Bass Point, Nahant

The Annisquam Region

THE season here has been very satisfactory from all standpoints. Cottage leasings and hotel patronage has been up to anticipations, in fact the demand for hotel accommodations has been unusually good. Annisquam's popularity is evidently steadily increasing. The social activities at the yacht club house is no small factor in this situation and the organization sustains a closer and more intimate relation to the community life than is the case with similar institutions in other localities. The yachting season has been especially successful. With four classes in the game, including a good representation of the younger element, the future of the sport is assured with an increasing tendency to confirm Annisquam as a strong yachting center.

With the object of inculcating patriotism, there will be given Tuesday afternoon on the grounds of the residence at Annisquam of Mrs. Blake Townsend, a children's playlet "A Citizen of Columbia." The idea originated with Mrs. Townsend in connection with a birthday party for her son, Blake, and it was thought that it would be an opportune occasion to inculcate a deep love of country and patriotism into the little ones.

To this end Miss Olga Lingard of the Pines, who has shown cleverness in dramatic production, was appealed to write the story, and despite the fact that she is suffering with an affliction which obliges both eyes to be bandaged, has done the work assigned charmingly. The plot, if so it may be termed, is simple. Columbia, portrayed by Mrs. Hollis French, the only grown person in the production, appears before a farmer (Alden French) and his wife (Harriet Houghton) and inculcates the cardinal principles of patriotism, Love of country, Courage, Strength, Wisdom, Prosperity, etc.

All these parts are portrayed by the children who recite the verses pertaining to their various characters.

In the rehearsal of the children, Miss Dorothy Satler of Cincinnati, a house guest of Miss Lingard, who has had prior experience in similar work has rendered efficient service, while Mrs. Townsend and Mrs. Harriet Hyatt Mayer have also materially assisted in furnishing the costumes and attending to the details of the production. With Mrs. French there are 14 principals, the children in the cast being, Hyatt, Katharine, Brantz and Barbara Mayer, Bettie Bradley, Ruth French, Blake Townsend, Hollis and Alden French, June Gale, Harriet Houghton, Alexander McNutt and Esther Williams.

Mr. and Mrs. George Fred Simpson who are occupying their summer home on Lane road, departed this week for a tour of the South shore and are expected back the middle of next week. They plan to stay into September, after which they will motor to the Crawford notch where they will make their annual September sojourn. Mr. and Mrs. Simpson entertained a party at dinner at Kidder's seashore inn, Andrews point, Sunday.

The Rockport Shore

Continued from Page 1.

Miss Edith Tener of Sewickley, Pa., entertained Miss Ethel Tallman, Miss Ann McCagne, Miss Katherine Brown and Miss Frances Tener at luncheon at The Edward, on Wednesday.

Mrs. I. Harrison Garrett of Baltimore, had as her dinner guests at The Edward, Mrs. Perry of Albany, Miss Morton, Mrs. Harper and R. B. Warfield of Philadelphia.

The Misses Roth of Washington, entertained Mrs. D. Brown and Mrs. E. E. Fairman of Montreal, at The Edward.

Capt. J. B. Ford of the yacht "Katrina" and president of the Larchmont Yacht Club of New York, entertained Mr. E. J. Greacen and M. A. Cook at dinner on Thursday, at The Edward.

Among the many dinner parties on Thursday were Mr. and Mrs. A. D. Fiche of Davenport-Iowa, and Mr. and Mrs. G. W. Mixter of Moline, Ill.

Mrs. Eugene A. Bournique of Highland Park, Ill., gave a dinner party to eight of her friends on Friday, at The Edward.

Mr. and Mrs. W. W. Curtin of Philadelphia, were among the diners on the terrace on Saturday.

Mrs. W. F. Etherington of East Orange, N. J., entertained Miss Josephine Stevens and Miss Edith Stevens of Manchester, at tea on Saturday, at The Edward.

Mrs. W. H. Howard of Boston gave a pretty birthday luncheon on Saturday, at The Edward, entertaining thirty-two friends.

Bishop Philip Rhinelander and family, returned this week from a visit to friends in Newport. They are occupying a cottage at Land's End.

Recent arrivals at the Granite Shore: Mr. Harry Smith, New York; M. Jordan, Miss E. Bemis, Springfield; Miss E. Gage, Mrs. K. Gage, Concord, N. H.; Mr. E. Johnson, Rev. Edward Johnson, Mrs. Johnson, Miss Marguerite Johnson, Brunswick, N. J.; F. Rumsey, Mrs. Rumsey, Stoughton; Miss Gilchrist, Boston; Ralph Krigir, New York; Mrs. E. Trask, Miss A. Trask, Mrs. Lionel Cobb, Boston; Miss L. Keyes, Miss E. Cressey, Miss M. Cressey, N. Cressey, Miss K. Brine, Miss M. Brine, Dorchester; Winifred Chapman, Bessie Weymouth, Lynn; Helen A. Ellis, Canastola, N. Y.; Dr. Helen Montague, Professor W. Montague, New York city; Dr. Elizabeth Beaty, Warren, Pa.; Kenneth Cogswell, Winthrop.

Guests at Manning House: Dr. I. R. Doane and children, Mrs. C. A. Grimshaw, Mrs. E. M. Illingworth and daughter, Mrs. E. R. Whitney, Springfield, Vt.; Mr. and Mrs. C. Ryder, Miss Ruth Ryder, Mr. Conrad Ryder, Mr. Harold Ryder, Providence; H. M. Dressel, Springfield, Vt.; Miss May Walsh, Brookline; Mr. and Mrs. Max Feiga, Worcester; Mrs. Albert Rodenberg, Hartford.

Recent arrivals at Headland House: Miss Florence Lewis, Mrs. M. S. Parker, Boston; Harold Johnson, Woburn; Mrs. R. H. Orne, Msss Marion Orne, Somerville; Fay M. Rosen, Mrs. Margaret Laird, Newton; Miss Anna J. Heywood, Newport, Vt.; Charlton S. Baker, Chelsea; Homer R Norton, Somerville; Mr. and Mrs. George W. Chick, Kennebunkport, Me.; Miss Rena G. Clapp, Scituate; Helen Lamson Phillips, Amherst; W. A. Bovie, Boston; Mary Elizabeth Wheat, Harriet E. Yeargain, Francis Ava Yeargain, St. Louis; Helen M. Austin, Somerville; Bessie A. Williams, Miss May Merriam, Worcester; Helen Gilbert, Lotta Shirkey, Albany; Mr. and Mrs. William Stacy, Boston; Mrs. Jane Holt, Miss Lear G. Holt, Raymond Buss, Providence; Mr. and Mrs. John A. Montgomery, Toronto; Miss Edith Orne, Somerville; Miss Carrie F. Knowles, Miss Florence Kendrick, Worcester; A. L Stewart, New Jersey.

Magnolia

Dr. Edward P. Curtis of Cleveland, Ohio, has been the guest of Mrs. W. C. Wick.

F. F. Gilmore of New York City, has been the guest of Mrs. W. Martin at the North Shore Swimming pool the past week.

Miss Alice P. Davis of Jamaica Plain, is visiting Miss Susan Williams at her residence on Magnolia avenue.

Mr. Edward Hayes of New York City, is the guest of Miss Beatrice Smith at her home on Lexington avenue.

Mrs. S. V. R. Bostwick and son, Alan, of Irvington-on-Hudson, are the guests of Mrs. Mary D. Dakin at her cottage on Fuller street.

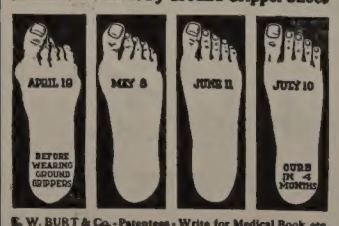
Mr. and Mrs. Henry R. Danna of Indianapolis' are the guests of Mrs. H. J. McGovern. The McGovern family, who for many years made Magnolia their summer home, have taken a cottage on Smith's point, Manchester, but are still frequent visitors at the Pool.

East Gloucester

In the stiffest breeze of the season the regular mid-week race of the 18 foot class of the Gloucester Yacht Club was sailed Wednesday afternoon and the Scaler won. The course was a close reach to the western mark, a run to the eastern mark, and a beat back to the breakwater and starting line. Reefed sails were carried over the entire course. The Aurora led to the eastern mark but was displaced on the beat back by the Scaler, which finished 20 seconds ahead. The summary:

Name and Owner	Time
Scaler, E. A. Flye	1:47:25
Aurora, R. W. Pigeon	1:47:45
Arrow, S. E. Raymond	1:49:03
Moslem, W. A. Rowe	1:50:42
Mouse, W. G. Brown, Jr.	1:50:47
La Chica, D. S. Greenough	1:53:00

Actual Cure Made By Ground Gripper Shoes



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GROUND GRIPPER

SHOES are for all Men and Women who want to prevent as well as cure foot ailments. Sole agent

ARMSTRONG'S BUSY CORNER

106 MAIN, COR. CENTER, GLOUCESTER

Around the County

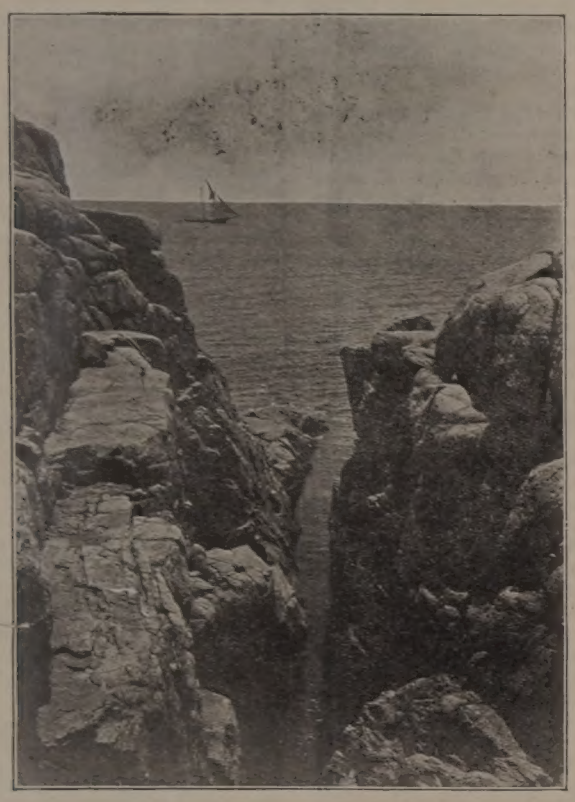
There has been a decided revival in interest in polo at the Myopia Hunt club and more members are now actively engaged in the galloping game than at any time in the history of that organization. From 16 to 18 members are working regularly, there are three teams for the coming tournament play and of the club membership there are polo possibilities in more than a score. This means that the youuger men are coming to the front rapidly and every effort is being made to keep up the interest.

Preparations are now being made for the annual tournament, which is scheduled to be held from August 30th to September 10th, entries for which will close on August 20th. There will be three events on the program. The first will be for the Princemere cups, presented by F. H. Prince. These are individual prizes for teams of four under the existing handicap. The principal trophy will be the S. D. Warren Memorial cup. This is a perpetual challenge cup to be held one year by the winning team and to be played annually on the grounds of the Dedham Country and Polo club or the Myopia Hunt club. It is open to teams of four under the existing handicap, and individual prizes are offered by the Dedham Country and Polo club. The concluding competition will be for the Myopia cups, individual prizes, open to teams of four under the existing handicap.

Myopia Hunt club will place three teams in the field.

There were 30 players in Thursday's golf tournament at the Esssex County Club, a mixed foursome. The best net prize was won by Miss M. Walker and S. S. Stevens with 83.

	Gross	H'c'p	Net
Miss Walker and S. S. Stevens.....	98	15	83
H. P. McKean, Jr., and Miss E. Denegre	103	16	87
F. R. Sears and Miss Fish	118	27	91
Miss E. Stevens and H. H. Stevens.....	104	11	93
W. E. Russell and Mrs. Russell.....	118	21	97
S. D. Warren and Miss D. Kane	121	24	97
Mrs. S. D. Warren and T. B. Gannett....	120	22	98
Mrs. L. Mitchell and B. Allen.....	118	20	98
Mrs. S. V. R. Crosby and J. Caswell.....	119	21	98
A. Lancashire and Miss M. Thomas	121	22	99
Miss H. A. Curtis and H. A. Curtis.....	109	10	99
Mrs. Q. A. Shaw 2d and A. Carnegie	116	13	103



RAFE'S CHASM, MAGNOLIA

SPECIAL ATTENTION GIVEN TO SUMMER ACCOUNTS
INTEREST ALLOWED ON DEPOSITS
GLOUCESTER NATIONAL BANK
ORIGINAL CHARTER GRANTED 1796
185 MAIN STREET

FINEST LINE OF
FURNITURE for Summer Cottages
ON CAPE ANN

Porch Chairs Hammocks
Bedsteads Oil Stoves
Refrigerators, Etc.
Specially Selected for Summer Needs.

Goods Delivered to all Parts of Cape Ann, Magnolia and Manchester

National House Furnishing Co.
Cor. MAIN and ELM STS. Just Below Post Office GLOUCESTER, MASS.

Souvenirs and Novelties
IN JEWELRY
A complete line of Souvenir spoons, Brooch pins, Scarf pins, Fobs, etc.
DIAMONDS, WATCHES, JEWELRY, PRIZE CUPS
Sheffield Plate and All Silversmith Novelties
FINE WATCH, CLOCK AND JEWELRY REPAIRING
W. F. CHISHOLM & SON
Jewelers and Opticians 161 Main Street

SUMMER HOUSES and ESTATES
FOR SALE and TO LET
I have a splendid list of Cottages and Estates on all parts of
CAPE ANN and THE NORTH SHORE
DONALD A. McEACHERN
"THE MAN WHO GIVES YOU A SQUARE DEAL"
11 Pleasant Street Gloucester, Mass.

MARSHALL & MARCHANT
THE CANDY STORE WITH A REPUTATION
PURITY AND EXCELLENCE
That tempting, delicious quality that you must wish for in fine confections is positively guaranteed to you by the reputation of this firm name on the box:
Park & Tilford Candies
PURITY AND EXCELLENCE
Cape Ann Agents for Maillard's, Park & Tilford's New York and Paris Chocolates
We are headquarters for the Summer Trade
Also Importers of German and Japanese After Dinner Favors.
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118 Main Street Gloucester
Near Waiting Station and opposite Cape Ann Savings Bank

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ACCOMMODATES 400
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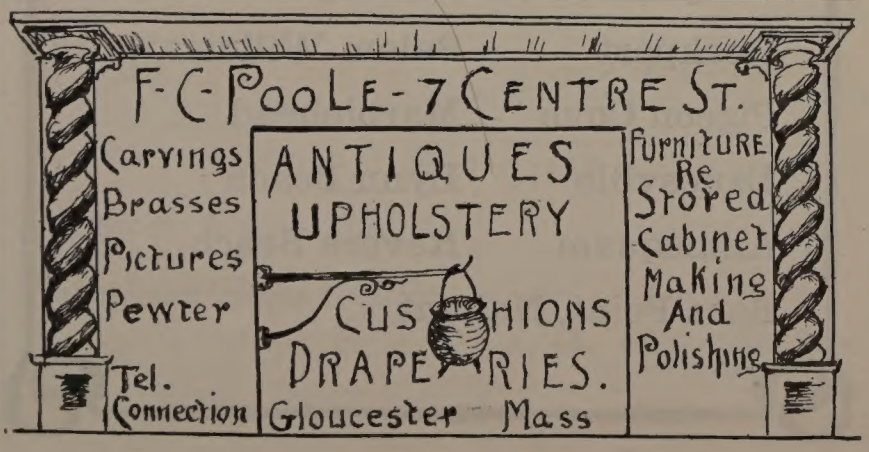

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CANTELOUPES

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Deliveries to all parts of Cape Ann. **Telephone Connection**

"Summer Days—Some are not"

No hot kitchen when you cook with Gas. Clean, saves money and time

RANGES SOLD AT COST

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The Rockport Shore

Mr. and Mrs. V. G. Hazard of Wilmington are among the late arrivals at the Ocean View.

Miss Mabel P. Seward and Miss Amy B. Stone from Montreal are among the late registrations at the Ocean View.

Thomas J. Kelley and Lillian M. Grant of Holyoke are August guests at the Ocean View.

Mr. and Mrs. Owen Reynolds and son of Elmira, N. Y., have arrived at the Ocean View

Mr. and Mrs. A. B. Curtis of Cambridge made a few days' stay this week at the Ocean View.

Mr. and Mrs. C. D. Larrabee of Syracuse were among those who spent the week end at the Ocean View.

C. W. Hobbs of Worcester spent the week end with his daughter, who has a cottage in the Pigeon Cove colony.

The Misses Anderson of Elizabeth, N. J. are spending their third season at the Ocean View and their seventh with Mrs. Day at the Beachcroft and Ocean View combined.

Mr. and Mrs E. Morton Elms of Stoughton spent the week at the Ocean View.

Miss Knox and Miss J. P. Lachlan of Philadelphia are among the recent arrivals at the Ocean View.

Miss Cornelia Rogers of Germantown, Penn. has joined her sister, Miss Marion Rogers, at the Ocean View.

Miss E. Hilda Foster of Pittsfield is at the Ocean View for the rest of the season.

The Misses F. C. and Grace P. Hatch of Boston are guests of the Ocean View.

Miss Louise Griswold of Rochester joined the Fullers Monday.

Mrs. K. L. Jacobs of Worcester arrived this week for a stay into September, joining her friend, Miss Nellie Adams.

Mrs. M. C. Burnham of Providence arrived Monday night for a fortnight's stay at the Ocean View.

Miss Beatrice Holbrook, pianiste, and Miss Bessie Whiting in the three act drama, "Peg of My Heart," entertained a large assemblage in the amusement hall of the Ocean View Tuesday evening.

Mrs. A. C. Howard and sister, Miss B. McNary of Brooklyn have returned to the Ocean View for an August sojourn. They were in Berlin last year and witnessed the mobilization of the Kaiser's troops. In the party is Mrs. T. A. Long, also of Brooklyn.

East Gloucester

Several hotel golf tournaments have been in progress during the week at the Eastern Point links. A two ball foursome between Beachcroft guests Thursday, Rev. Neal McPherson of Springfield and Mrs. J. E. Quimby of Brookline against Mr. E. H. Gurney of Toronto and Robert Williams of Boston, was won by the first named team.

A tournament is in progress between nine couples from the Hawthorne Inn.

A military whist tournament was held Wednesday evening at the Beachcroft.

Recent arrivals at The Beachcroft: Mr. and Mrs. Newton B. Hall, Mr. and Mrs. Earl Palmer, Cleveland; Miss Alice G. Sullivan, Boston; Mr. and Mrs. Bancroft, Mr. and Mrs. E. A. Herbert, New Britain, Conn.; Mrs. E. E. Gray, Mrs. Lena Flannigan, Boston; Miss Lillian M. Melcher, Detroit; Mrs. G. R. Southwick, Boston; Mr. and Mrs. F. H. Parker, C. Harwood, Greenwich, N. Y.; Mr. J. E. Mercer, Washington; T. W. Hemersy, Providence; Mr. and Mrs. John C. Kirby, Long Island, N. Y.; Mrs. R. Duer, Baltimore; Mr. and Mrs. Delph, Boston; J. E. Quimby, Mrs. Copley, Brookline; Mr. and Mrs. L. H. Sylvester, Kalamazoo, Mich.; Mr. and Mrs. S. N. Allen, Grand Rapids, Mich.; Miss Julia Fitzpatrick, Boston; Milton J. Stone, Cambridge; Mrs. N. C. Ashwell, Miss Muriel Ashwell, Miss Gertrude Philliplace, New York City; The Misses Gavin, Revere; Dr. Frances Crawford, Boston; Mr. and Mrs. W. H. Kelly, Newburgh, N. Y.; S. B. Williams, Brookline; Mary J. Cochrane, M. D., Pittsburg, Pa.; Miss Anna Cochrane, Chester, Pa.; Miss Helen Cochrane, Mrs. C. G. Whiteside, Pittsburg; Mr. S. M. Drunlop, Chililocher, Ohio; Mr. and Mrs. W. J. Jenkins, Master Stuart Jenkins, St. Louis; Mrs. Charles Sykes, Miss Sykes, Plainfield, N. J.; Mr. E. H. Gurney, Toronto; E. S. Graves, Springfield; Miss Ida Cook, Miss Mary Cook, Mrs. E. B. William, Rochester, N. Y.; Harvey C. Golden, Boston; Mr. James Hedley, Miss Hedley, Miss Hazel Hedley, Toronto; A. C. C. Hill, Miss C. R. Wright, Boston; The Misses Torry, Washington; Miss Charlotte Young, White Plains, N. Y.; Miss Minnie D. Merry, Miss Lottie M. Merry, Miss Ruth Merry, Pittsfield; Mr. Walter Bogert, New York City; D. W. Moffatt, Boston; F. W. Plant, Gardner, Me.; E. W. Deering, Boston; Mr. and Mrs. Edgar Whidden, Miss Ruth Whidden, Mrs. J. N. Ferguson and daughter, Worcester; Mr. and Mrs. Frank W. Lasery, Boston; Mrs. Alfred Parchall, Mrs. Mary Baldwin, West Chester, Pa.; Mrs. John Edwin Smith, Miss Eugenie Smith, Newton Center.

Fishing parties still continue at the Rockaway and a new branch of business has been started, namely the sword fishery.

Arrivals at the Rockaway: Mr. and Mrs. Hollis Burgess, Brookline; Quincy Tucker, Newton Centre, Mass.; Florence Hale, Roxbury; Margaret M. Smith, Boston; Mrs. E. E. Abbott, Miss Helen Abbott, Worcester, Mass.; Mrs. Benjamin Guckenberger, Mrs. Corinne Molina and son, West Roxbury, Mass.; Mr. and Mrs. C. W. Bogart, Syracuse, N. Y.; Mr. and Mrs. G. R. Edwards, Dorothy Edwards, Mr. and Mrs. William Guckenberger, Dorothy Guckenberger, Edwin Guckenberger, Jean Guckenberger, Ida Crothers, Mrs. Otto Burger, Adelaide Burger, Mrs. Louise Burger, Marion Burger, Cincinnati, O.; Miss Adele W. Jones, Boston; Miss L. E. Bacon, Winchester, Mass.; Miss Mary Kelton, New York City; Donald B. Maynard, Worcester; Miss Gertrude C. Smith, New York City; J. T. Appleby, Boston; H. S. Sanborn, Minneapolis; Miss L. G. Bardwell, Miss Louise B. Field, Greenfield; Miss Adelaide Baker, Lowell; Mr. and Mrs. Russell C. Low, Quincy; Theodore R. Murray, Boston; Miss Lenna M. Smith, Mrs. Louise G. Leete, Constance G. Leete, Athens, O.; Fred L. Rogers, Watertown, N. Y.; Miss Lucy W. Mudge, Mrs. H. G. Johnson, Annette R. Kerr, Danvers; Mr. and Mrs. Duffy and children, Indiana; Horatio Newhall, Jr., Boston; W. Taber, Brookline; F. W. Lockwood, Boston; Mr. and Mrs. George B. Murray, Adelaide B. Murray, Malden; Mr. and Mrs. L. S. Lazelle, Springfield; H. G. Johnson, G. L. Merrill, D. E. Woodward, Danvers; S. Meyer, Miss R. Meyer, Allston; James O. Farrell, Mrs. James O. Farrell, Miss Genevieve T. Farrell, Miss Therese M. Farrell, New York City; Miss Huntley, Washington; Miss Frances E. Walker, Rockford, Ill.; Mr. and Mrs. H. E. Doyle and children, Miss L. M. Rose, Miss Florence Nye, Washington.

Recent arrivals at the Moorland: Mrs. W. W. Martin, maid and child, Richmond; J. Stacy Hill, Cincinnati; Mr. and Mrs. Mortimer Miller, Pittsburgh; Mr. and Mrs. F. C. Stoepel, maid and chauffeur, Detroit; Miss Foulke, Philadelphia; Mr. and Mrs. F. B. Knight, Mr. F. B. Knight, Jr., Chicago; Mrs. J. R. Rae, New York city; Mr. and Mrs. W. J. Nagel, Brookline; Miss M. W. Kennedy, Warrington, Va.; Miss M. E. Dandridge, Cincinnati; Miss Marie Stead, Miss Eleanor Stead, Miss R. H. Smith, New Orleans; R. B. Sherwood, Cambridge; Mr. and Mrs. H. W. Baetzer, Baltimore; Mrs. I. S. Jarvis, Miss B. Jarvis, Miss R. Stebbins, Brookline; Mr. and Mrs. Douglas Putnam, Ashland, Ky.; Mr. and Mrs. F. J. Zaeder, Worcester; Miss W. Goodsell, New York city.

First prize for "Obstacle" dance at the Moorland was won by R. L. Pope and partner.

The Week's Yachting

Owing to the absence of the fleet of the Gloucester and Annisquam Yacht clubs at Marblehead last week there was no racing to speak of in local waters.

However, the Dog class which did not participate at Marblehead, sailed its regular race Saturday in a light southwesterly which died out at the close so that the contestants were unable to finish. The Bow-wow lead at the Black buoy, but on the return, the tide was too strong and the wind too light to permit of headway up the river, so the race was declared off.

Clarence A. Hight of Annisquam has come forward with three cups, which he has offered for a series of three Sunday races, the prizes to be known as the Kittiwake trophies. They are well worth winning, all of hammered pewter, the first a punch bowl on which will be engraved emblematical of the class, a black cat, with arched back facing a belligerent pug. The second and third cups will be surmounted with kittens.

The first of these races was sailed Sunday forenoon. The wind was light and westerly; the course from the clubhouse to Plum Cove and back. The Catspaw got the best of the start and maintained it throughout. The wind gave a reach down the river, a run to Plum Cove and a beat back.

There was a lively contest for second place between the Katzenjammer, Kittiwake and Pussycat, but Jack Hooper managed to keep second place all the way. The summary:

Name and Owner	El. Time
Catspaw, Gertrude Wiggin	1:19:20
Katzenjammer, Jack Hooper	1:22:40
Pussycat, Philip Coyle	1:24:28
Scat, Winsor Gale	1:24:39
Kittiwake, C. L. Hight	1:24:44
Paws, Bryant Wood	1:25:19
Catalen, James Guiler	1:25:52
Copycat, H. L. Friend	1:26:09
Catchme, Lincoln Houghton	1:26:10
Meow II, Priscilla Smith	1:26:15
Catalina, Harry Duane	1:26:50
Sea Mew, Alden French	1:29:08

Three Floors

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Complete Stock of Butterick's Patterns

Over 30 Patterns Of Dinner Sets

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Souvenir Postals and Cards

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A Babies Department

Cut Glass and Colonial Glass

Hudnut's and Colgate's Perfumes

Our Great Second Floor carries all kinds of Ready-to-wear Garments and Millinery. On the Street Floor are General Dry Goods and Men's, Boys' and Women's Furnishings. In the Basement, China, Kitchen Furnishings, Rugs, Bedding and Draperies—ALL AT OUR LOW DEPARTMENT STORE PRICES.

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FRESH FISH DEPARTMENT one of our best features.

All kinds of Fresh Fish in their season

Goods delivered in all suburbs of Gloucester.

A cordial invitation is extended all Summer Visitors to inspect our Curing and Packing Plants.

East Gloucester

The hotel baseball league has had an unusually exciting summer. The nine of the Thorwald, East Gloucester, has carried all before it having gone through the season thus far without being defeated. It having defeated the Hawthorne and Moorland, tieing the Colonial and the Knights of King Arthur teams. The composition of the nine is Thomas McManus, pitcher; Ralph Wilcox, catcher; Almont Holly, 1st base; Carl Andrews, 2d base; Paul O'Neil, 3d base; Raymond Hopkins, shortstop; Henry Reynolds, center field; Wayland Robbins, right field; Charles Murphy, left field. McManus, the pitcher of the Boston English high and Exeter is fitting for Yale; Wilcox is a Gloucester high school player; Holly is a sophomore at Harvard, and a sub on the varsity team; Paul O'Neil is of the Boston English high, and will enter Exeter, while others have had experience on High school teams, Charles Murphy being of Holy Cross. The two mascots are Frank and Junior Roberts the hotel manager's sons.

Recent arrivals at the Hawthorne Inn: Robert N. Chambers, New York City; M. E. Duffield, Patterson, N. J.; B. Hollings, Boston; Mrs. Frank, New York City; Mr. and Mrs. W. I. Owen, Porto Rica; Miss Elizabeth Smucker, Philadelphia; Mr. and Mrs. L. J. Hunter, Mrs. C. N. Dickerson, Flushing, N. Y.; Mrs. George C. Buell, Mrs. Ely Buelt, Rochester, N. Y.; W. A. Apthrop, Cambridge; The Misses Fuller, Dorset, Eng.; Mr. and Mrs. Richard Smith, Indianapolis; Mrs. L. R. Tyler, St. Louis; E. E. Clark, Miss Miles, Mr. and Mrs. Simon Cassidy, Des Moines; Mrs. F. T. Shanahan, Duane Shanahan, Toledo; Mr. and Mrs. H. O. Hasson Mrs. R. P. Cottrell, Cleveland; H. F. Servis, Somerville; F. E. Cummings, Boston; Mr. and Mrs. J. M. Bacon, George B. Bacon, Cambridge; Capt. William Brackett, Mrs. Brackett, U. S. M. C.; Benj. F. Taylor, Chicago; George A. Coleman, Frederick Foley, Boston; Dr. and Mrs. Charles Jaeger, New York City; Albert P. Fletcher and family, Rochester, N. Y.; Guy D. Hills, Albany, N. Y.; Mrs. Wakefield, K. Wakefield, Dedham; Michael Jacobs, Washington; Miss A. W. Torrey, Miss A. Torrey Walker, Boston; Miss Florence Stablu, Baltimore; Mr. and Mrs. H. P. Hall, Marietta, O.; Mr. and Mrs. L. M. Allen, Mr. and Mrs. Charles Wan, Chicago; Mrs. Kate I. Martin, Lowell; L. S. Webb, New Brunswick, N. J.; Mrs. W. B. Richards, Kansas City; Mrs. L. E. Wick, Mrs. E. G. Taylor, Oswego.

The annual Masked ball was held last night in the casino. As usual this event was the most popular of the season. The committee in charge of Mrs. Harcourt had arranged for some original dances and other features which were highly enjoyable.

The cabaret of last week proved so popular that another was held at the casino this Tuesday evening. The affair was in charge of Mr. Ross of New York City.

BRIAR NECK

Late arrivals at Good Harbor Beach Inn: Miss Christine Hayes, Natick, Mass.; Miss M. B. Schriba, New York City; Mary P. Jefts, Mrs. H. E. Emerson, Worcester; Margaret T. McCabe, Boston; Miss B. Holdengoz, Miss B. Ahreno, New York City; Miss Mary A. Berk, Miss Charlotte E. Keyes, Amsterdam, N. Y.; George E. Armstrong, Boston; Miss Martha R. Quimlane, Somerville; C. A. Jefferson and daughter, Toronto; Dr. and Mrs. J. H. Averill, Miss Jessie Averill, Miss Charlotte Averill, Campello; Mr. and Mrs. E Wilson Lincoln, Boston; Mrs. D. L. Pettigrew, Miss Julia M. Manning, Worcester; Mrs. F. A. Handy, William B. Handy, Mr. and Mrs. Francis M. Mitchell, Philip West Mitchell, Miss Ella Isaacs, New York City; Mrs. O. H. Burleigh, Miss H. L. Burleigh, Natick; A. J. Gies, Albany, N. Y.; Mr. and Mrs. Fiske, Miss Fiske, Natick; E. L Baldwin, Brooklyn; Mr. and Mrs. A. G. Francis, Chicago; Mrs. R. T. Pope, Miss Lovis Pope, Boston; Mr. and Mrs. R. L. Seamans, Miss Sarah Seamans, Goshen; Miss Eva M. Cotton, Brighton; Mrs. Henry Haak, West Newton; Mrs. Severance Burrage, Miss Barbara Burrage, Miss Francis Burrage, Miss Christine Burrage, Indianapolis.

Miss Clara F. Morey of West Peabody, made her week end stay at the Inn last week. She was accompanied by her niece, Miss Julia Brooks of Haverhill. Miss Morey has been a regular guest at the Inn since it opened, four years ago.

DAVIS FURNITURE EXCHANGE

42 Main St. Gloucester

Furniture Bought and Sold • Antiques For Sale

DAVIS FURNITURE EXCHANGE

The Rockport Shore

Among the new guests registered at The Edward are: Mr. and Mrs. Paul F. Sutphen and daughter, Helen, of Cleveland; Mr. and Mrs. Ira Richards, and Dr. and Mrs. J. W. Gereld of North Attleboro, Mass.; Mrs. R. W. Keeting and daughters, Miss Keeting and Mrs. W. H. Evans of New York city; Mr. and Mrs. H. V. Beekman, Jr., of Newton Center; Mrs. A. L. Hill of Newton; Mr. and Mrs. M. R. Luken of New York city; Mr. T. Andrews of Boston; Miss S. P. Cushing of Boston; Miss Lillian Rice of New York.

Arrivals at the Clifford House, Pigeon Cove: Miss Ruth V. Cook, Watertown; Miss Marion Fay, Somerville; Miss Evelyn Spring, Mrs. George Frederick Spring, Waltham; Miss Alice Parker, Miss Sue M. Parker, C. G. Parker, Bellefontaine, Ohio; Miss Eleanor Barclay, West Philadelphia; Miss Adele N. Robinson, Philadelphia; Miss Cora F. Bates, East Weymouth; Alice M. Freeman, Somerville; Fanny B. Crosby, Mr. and Mrs. H. L. Crosby, Gardner; Anna E. Alderman, Springfield; Mrs. Nellie D. Nutting, Mrs. Emma L. Emerson, Worcester; Henry T. Secrist, Helen E. Secrist, Meadville, Pa.; Mrs. M. A. Hart, Miss Uriel Barnes, Mr. and Mrs. John L. Barnes, Mr. and Mrs. C. D. Burhans, Miss Ruth Burhans, H. Arnold Burhans, Syracuse; Edward J. Eichler, Mrs. E. J. Eichler, Ralph C. Eichler, Needham; Miss M. L. Carnar, Mrs. M. Parker, Syracuse; Miss N. E. Russell, Mrs. Wm. V. Baker, Miss Anna T. Baker, Troy; E. L. Barnard, Mrs. E. V. Rice, Worcester; Miss Lucy Wood, New York; Miss Clara A. Anderson, Fitchburg.

The Saturday evening hops at the Ocean View continue to be the social feature of the Pigeon Cove colony.

Miss Gladys Simpson is visiting in Newport for several weeks.

Magnolia

Continued from Page 4.

Willis F. Johnson of New York city is visiting his family at the Oceanside.

Mr. and Mrs. F. G. Peabody, Miss Ruth Peabody of Albany and Dr. L. H. Whitington of Gorham are at the Oceanside for the rest of the season. They have apartments in the annex.

Mrs. N. S. Day of Springfield is visiting her son at the Oceanside.

Mr. and Mrs. Gustavus F. Swift, Jr., of Chicago have returned to the Oceanside for an end-of-the-season stay.

Mr. and Mrs. Walter H. Moler and Miss Florence C. Hetsch of New York city are at the Oceanside for the rest of the season with apartments in the Perkins cottage.

Mrs. C. S. Carscaller and John D. Carscaller are making an initial stay at the Oceanside with apartments in the Wilkins cottage.

Old patrons returning to the Oceanside are Mrs. I. G. Lombard and Mrs. D. J. Schuyler of Chicago. They will remain until after Labor Day.

A former guest of the Oceanside returning for the rest of the season is Miss May Martin of Buffalo.

Mr. and Mrs. E. R. Bolton, Master Edward Bolton, Mr. and Mrs. W. W. Cameron, Misses Eleanor and Flora B. Cameron of Waco, Texas and Mrs. F. B. Baird of Buffalo motored down this week from the Profile House and will remain the rest of the season at the Oceanside.

Marcia Van Dressler, the grand opera singer, is the guest of Lady Speyer at the Oceanside.

Preparations for the grand costume ball at the Oceanside next Saturday night, the proceeds for the maintenance of the Oceanside ambulance attached to the French hospital corps are going on actively and the event promises to eclipse anything of the kind ever given on the shore. Tickets $2 to be obtained of the Oceanside management.

Among the recent arrivals at the Oceanside are: Mrs. Walter Schoellkoff and child, Buffalo; Mrs. Wm. Armstrong, Miss Adeline Townsend, New York city; H. A. H. Baker, Percy R. Pyne, New York city; Mr. and Mrs. D. W. C. Falls, New York city; Miss Lucy Kean, Miss Elizabeth Kean, Elizabeth, N. J.; R. K. Shober, Philadelphia, John Boylan, New York city; Maurice Joseph, Cincinnati; Samuel Townsend, Baltimore; Mr. and Mrs. R. G. Bigelow, New York city; Frank A. Keen, Philadelphia; Mrs. E. P. Grant, Mrs. W. B. James, Woodlawn, N. Y.; J. E. Smith, Cambridge; Dr. and Mrs. Edmund D. Chesboro, Miss Chesboro, John Alden Chesboro, Providence; W. F. Clarkson, W. H. Schoen, Princeton, N. J.; Mr. and Mrs. C. T. Willis, Miss Ruth Willis, Greenwich, Conn.; Mrs. Lester Collins, Morristown, N. J.; Mr. and Mrs. Wm. G. Ely, Schnectady, N. Y.; Mrs. Albert Wilson, Miss Louise Wilson, Grosse Pointe, Detroit; Miss M. Hey, Miss Kuenneth, New York city; Mr. and Mrs. J. M. Dodge, Phila, Pa.; Mrs. J. C. McArthur, Miss M. U. McArthur, Miss C. M. McArthur, Mt. Clemens, Mich.; M. T. Hanutt Jr., Philadelphia; Mr. and Mrs. Herbert McCoid, Miss Greenwich, Conn.; Mr. and Mrs. T. D. Corel, Fall River; Mr. and Mrs. C. M. Hathaway, Fall River.

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MAGNOLIA–GLOUCESTER SERVICE.

Leave Magnolia: a. m., 6.40, 8.00, 9.00, 10.00, 11.00; p. m., 1.00, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8 00, 9.00, 10 00.

Leave Gloucester: a. m., 7.00, 8.15, 9 30, 10.30, 11.30; p. m., 1.30, 2 30, 3.30, 4.30, 5.30, 6.30, 7.30, 8.30, 9.30, 10.30, *11.30.

MANCHESTER–GLOUCESTER SERVICE.

Leave Manchester: †8.00, 10.00, 12.00; p. m., 1.00, 2.00, 4.00, 6.00, 7.00, 8.30, 9.55.

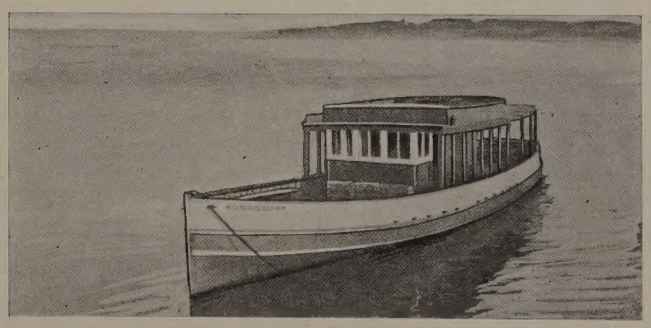
Leave Wonson's Garage, Gloucester: a. m., †9 00, 11.00; p. m., 12.30, 1.30, 3.00, 5.00, 6.30, 8.00, 9 30, 10.30, *11.30.

†Omitted Sunday.

*Saturday only.

Saturdays, after one p. m., cars run every half hour.

Steamer Wonasquam leaves Wheeler's Wharf, East Gloucester, calls at Rocky Neck and city ferry landings and Blynman Bridge. Will stop on signal at all landings on river.



Leave Wheeler's Wharf for Annisquam: weekdays, 8.30, 11.00, a. m.; 2 00, 4.00, *7 00, *9.00 p. m.

Sundays: 8.00, 10.00, 12.00 a. m. 2.00, 4.00, 6.00, 8.00 p. m.

Leave Annisquam for the Return Trip: weekdays, 9.30, a. m.; 12 00, m.; 3.00, 5.00, *8.00, *10.00 p. m.

Sundays: 9.00, 11.00 a. m.: 1.00, 3.00, 5.00, 7.00, 9.00 p. m.

*If pleasant.

2 p. m. trip every Wednesday continues around the Cape. Price 50 cts.

A large, roomy, safe boat, accommodating 150.

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Chop Suey, Lunch, Garden, Flower and Work Baskets. Trays. Very Low Prices.

Stained Reed Baskets from Bavaria.

English, French and Dutch Chintz.

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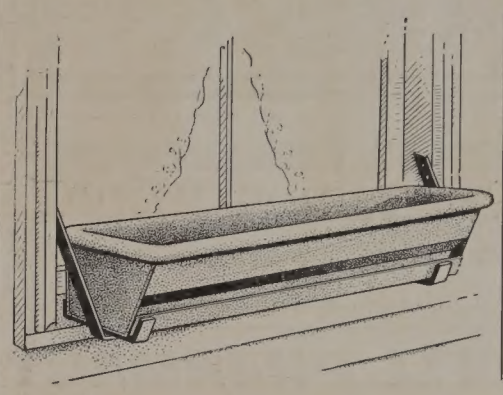
You are most cordially invited to visit our Store often, and to make it your headquarters when shopping or sight-seeing in Salem. You will find it full of interesting and out-of-the-ordinary things. Salem souvenirs in abundance.

The Box that Makes the Plants Grow



Why use wooden boxes for plants which destroy the woodwork on which they are placed, when you can buy a galvanized steel plant box with patented ventilated bottom for much less money in which plants will grow much better?

Send for circular and price to

SUCCESS MANUFACTURING CO.

18 Sargent Street **Gloucester, Mass.**

Elsie
Marley
lay in
bed
With
covers
pulled

up to her head, She was so cold at

EASTERN POINT, GLOUCESTER

ASK

MR. FOSTER

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Houses to Let **Land for Sale**

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Manchester and Magnolia

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RAVENSWOOD SPRING WATER
Clear as Crystal, Absolutely Pure, delivered in any quantity to all parts of the Cape.

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The Oldest Established Drug Store in the City
¶Prescriptions a Specialty. ¶Soda Department a Specialty. ¶Finest Flavors in the City. ¶High Grade Confections. ¶Foreign and Domestic Cigars.
P. O. Square 178 Main Street Gloucester

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On Beautiful Eastern Point
GLOUCESTER, MASS.

Eastern Point is the index finger of old Gloucester which extends into the ocean and makes Gloucester Harbor, one of the most wonderful bays in the world. Here is where you have the rugged ocean frontage, enclosed coves furnishing surf bathing, grand surf scenes, the magnificent Harbor for boating, bathing and fishing and gorgeous sunset views.

Six lots of land on the high ground between St. Louis Ave., Farrington Ave., and Kennwood Ave. These lots are reached from the level of St. Louis Ave., on the high ridge between the ocean and the harbor. They adjoin the Links on Farrington Ave., and have a bold high front on Kennwood Ave.

Only two hundred feet to the beach on Braces Cove and four hundred feet to the beach on the harbor front.

This is the last of the large tracts of land on that high ground that has not been acquired and developed in a large Estate.

Eastern Point is very narrow, here insuring the cool summer breezes from both harbor and ocean.

The view from this high location is all that can be desired.

The adjoining estates are all large substantial properties of the highest character.

The high frontage overlooking the Links and ocean provides several beautiful building sites. The level land off St. Louis Ave., is adapted to formal gardens at a small expense.

Natural shrubs on these lots give it a picturesque appearance that could hardly be duplicated. Nature speaks out loud on this piece of land.

The lots contain 292,334 square feet.

Full information at the office of the agent.

M. J. MEAGHER
11 PLEASANT ST. GLOUCESTER, MASS.
Tel. 1000 or 1001 Established in 1895

East Gloucester

On Friday evening, Miss Bessie K. Baker won the first prize and Mrs. J. H. Ordway won the second prize and Mrs. Chambers the booby. Mr. C. H. Clark won the first gentlemen's, Mr. Ordway, the second and Mr. Arno the booby in an exciting indoor golf contest participated in by about seventy-five of the guests at the Rockaway.

There are many good swimmers at the Rockaway among whom Fraülein Heinrich excels.

Social life at the Bass Rocks club has been at its height during the week and from now until Labor day teas and tournaments are scheduled in profusion.

The finals in handicap match competition was won by James Eaton, his opponent being Mr. Brent.

Finals in ladies' tennis tournament were won by Miss Lichtenhein and Miss Rosamond Sherwood, score 5—7, 6—4, 6—3. Their opponents were Mrs. Allan Farmer and Miss Dorothy Hill.

On Sunday, a foursome was played between Ouimet, J. Sullivan, Mr. Long, Mr. Oakes, 19 holes were played. Ouimet's score was 82.

Friday, Mrs. Whitlock entertained sixteen people for tea and bridge at the club. Mrs. De Ford had a party of thirteen for tea on Saturday afternoon.

Monday, Mrs. Edward Loftus entertained a party of thirteen for tea. Mrs. Watson had bridge and tea for twenty-four guests and Miss Wagner from the Moorland, had a party of ten for tea.

Friday, Miss Elizabeth Humble of Fort Worth, Tex., had tea tor six and on the same day Mrs. Clarence Mendel had a party of eight for tea.

Thursday Miss Neff had bridge and tea for eight guests.

Wednesday, Mrs. Binder of Washington, gave a bridge party and refreshments to about thirty of her friends.

Tuesday, Mr. Sidney Farnsworth of Memphis, won the cup put up by Charles S. Nauss of Gloucester. It has been won by different players for five years and this is the sixth year only former winners were allowed to play. These were Gilbert Raine of Memphis, Mr. Plymton of Andover; Sidney Farnsworth of Memphis; A. J. Carroll of Louisville; H. J. Dennen of Jacksonville.

Gloucester Day Celebration

Gloucester Day was celebrated Tuesday as a general holiday.

It took the form of a tented fair on Stage Fort Park, with booths containing articles of use and ornament for sale, midways, vaudeville, balloon ascension, triple parachute falls, slackwire and other acrobatic stunts, band concerts, merry-go-rounds, electric waves, in fact everything usually associated with similar events.

Practically all places of business closed at noon, and some did not open at all in order that their employes might enjoy the day.

In the afternoon the feature was the game of baseball between two crack baseball nines of the city, the Knights of King Arthur team and the Colonial A. C. for a handsome cup, presented by John Hays Hammond.

At night there was the grand fireworks display on Tablet Rock. This was in charge of City Clerk Somes, who has directed these features at local celebrations for more than 30 years.

The officers of the Gloucester Day committee were: William W. French, honorary president; Hon. John Hays Hammond, honorary vice president; Mayor Charles Homer Barrett, president; Fred W. Tibbetts, secretary; Jeremiah Foster, treasurer.

The Ladies' Auxiliary—Mrs. John P. Melanson, president; Mrs. George W. Currier, vice president; Miss Jennie M. Thayer, secretary; Mrs. John A. Radcliffe, treasurer; Mrs. Jennie L. Mitchell, Mrs. Charles S. Thurston; Mrs. Richard L. Morey, trustees; Mrs. William F. Ireland, Mrs. Charles S. Barrett, Mrs. Richard L. Morey, executive committee.

The tables under the direction of the Auxiliary were presided over as follows:

Aprons—Mrs. David F. May, chairman; Mrs. Seddie Stevens, Mrs. Edith M. Parks, Mrs. Benjamin F. Bigwood, Mrs. Thomas Baker, Mrs. Warren Pike.

Baked Beans, Pastry (West Gloucester Grange)—Miss Lou E. Lowe, chairman; Mrs. Sidney F. Haskell, Mrs. Ephraim Andrews, Mrs. Ezra Currier, Mrs. Ida Garland, Mrs. Helen Langill, Miss Elsie Dodge, Miss Ruth Haskell, Miss Doris Homans, Miss Ruth Garland, Miss Lillian Marshall, Eben L. Currier, John H. Coleman, James Roberts, Frank Hardy, William Wyeth, Wilbur Cogswell, Ralph Jenkins, Walter Pierce, Otto Herrick, Harry Marshall.

Cake—Mrs. William F. Ireland, chairman; Mrs. Joseph McVarish, Mrs. William S. Smith, Mrs. James Chadbourne, Mrs. Carl E. Grant, Miss Mary Lufkin, Miss Rilla Ireland, Miss Doris Homans, Miss Ruth Garland.

Candy—Mrs. John A. Radcliffe, chairman; Mrs. William H. Prindall, Mrs. Freeman Decker, Mrs. Joseph Nunes, Mrs. John Sundberg, Mrs. Carrie Varney, Mrs. Roger Lufkin, Mrs. William Lufkin, Mrs. Franklin H. Rogers, Mrs. Martin Welsh, Mrs. Frank J. Bray, Mrs. Arthur L. Millett, Mrs. Mary Carls, Miss Alice Melanson, Miss Edith Haskell, Miss Alice Lufkin, Miss Carolyn Lufkin, Miss Edna Roberts, Miss Sadie Martin, Miss Alice Smith, Miss M. Helen Tibbets.

Country Store (Riverdale Grange)—Edwin T. Bray, chairman; Warner Day, Allen J. Tucker, Carl T. Tucker, Mrs. Annie A. Lane, Mrs. Edward L. Day, Mrs. Cora Middleton, Mrs. Edward F. Harvey.

Fortune Teller—Mrs. Nathan Richardson, chairman; Mrs. Lester S. Day, Lester Day, Miss Adeline Henderson, Mrs. Rachel Sargent, Nathan Richardson.

Grabs—Mrs. Mildred H. Hall, chairman; Mrs. John Parker, Mrs. Cornelius Coakley, Mrs. Carl Day, Mrs. William L. Jeffery, Mrs. Delia Mackey, Miss Grace Thompson, Miss Grace Robinson, Miss Isabel Webber, Miss Eliza P. Rogers, Clinton A. Hall, Jack Knowles, Miss Helen F. Thurston, Miss Mildred Brotherton, Miss Florence E. Grant, Miss Annie MacDougall, Miss Flora Griffin, Miss Margaret McDonald, Miss Vernie Moran, Miss Amelia Gaffney, Miss Helen Horton, Miss Gertrude Mears, Miss Grace Davis.

Ice Cream—Mrs. Charles S. Thurston, chairman; Mrs. Allen F. Newman, Mrs. Charles E. Davis, Mrs. Herbert H. Hanson, Mrs. Nicholas Sleep, Mrs. Clifford Lane, Mrs. George W. Currier, Mrs. Joseph H. Merchant, Miss Katherine Carr, Miss Anna Carbery, Mrs. Fuller A. Andrews, Mrs. Willis Curtis, Mrs. Clara Duguo, Mrs. Benjamin Stanley, Miss Ida Beaman, Miss Elsie Critchett, Mrs. Cora Middleton, Miss Eva Middleton.

The proceeds will go to the Huntress Home for Aged Women.

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